THE CARMELITE

PUBLISHED WEEKLY AT CARMEL-BY-THE-SEA (CARMEL POST OFFICE) CALIFORNIA——FIVE CENTS A COPY

Join!

VOL. V CARMEL-BY-THE-SEA: THURSDAY, DECEMBER 8, 1932 NO. 41

LINCOLN STEFFENS HIS COLUMN

Wets and drys there are, but not a sane statesman in sight.

¶

You are either a Fascist or a Communist. Do you know which?

¶

Muck-rakers are getting the rake into the muck of the Reconstruction Finance Corporation; and they are finding some. Some! Wait and see.

¶

No beer this year, but never fear, next year. And the vote in Congress will help to tame the ducks called lame.

¶

The President proposes another cut in political government salaries; eleven per cent or more. That's enough out of the politicians for awhile. Now for the business grafters. A big cut in the salaries of big business officers would really count; say, from five hundred thousand to fifty thousand; from fifty thousand to five thousand; and so on up and down.

"But," I hear, "most of them would resign."

Well, that's one of the purposes of this proposition. It might rid us of the "best minds" Hoover represented, as the election rid us of their President. Democracy and sense are as essential to business as to government.

And he recommends, too, the sales tax. The "Herald" tells us why we take to that unscientific tax: the people won't feel it.

¶

Here's some play for our writers and poets. The "Herald" is offering a prize for the best name proposed for the Carmel-San Simeon highway. A good stunt, that. That new ocean road deserves a good, short name, like that—Ocean Road, and the mere announcement that the name selected by the judges is pretty sure to be adopted starts one thinking, so to speak. Lester McCarthy looked up at once to suggest "Hearst Boulevard." I thought of "Realtor's Straight and Narrow," or maybe just plain "Camino Realtors." But the poets ought to name it; they are sincere; or we might call it after one of them. *continued on page four*

City Salaries in Low Bracket Go Back to Former Level

Carmel city employees receiving seventy-five dollars per month or less are to be exempted from the salary reduction recently made effective. At the regular monthly meeting of the City Council last night, an amending ordinance was passed, extending the period of the reduction throughout 1933 and excluding those staff members who are paid less than the figure stated. The exemption applies to the city judge, city attorney and the town hall janitor.

An "east side-west side" controversy developed in connection with the trimming of trees on San Antonio, residents on the east side appearing to favor trimming in order to secure a view, while west side residents, with the view unaffected, desired to retain the privacy afforded by full tree growth. After discussion, the Council decided to engage George Seideneck at a nominal fee to supervise the work and adjust conflicting attitudes.

The time limit for connection with the city sewage system was again extended a full year, this action having assumed the nature of an annual event in Council proceedings. The reason remains the same: that the disposal plant is overloaded, and anyhow nobody remembered the time limit until it had nearly expired again. Application of the Mission Trails Association for a donation to aid in their publicity work resulted in the appropriation of fifty dollars. A similar sum was allotted to cover expenses of the town Christmas tree. Seven dollars and fifty cents were appropriated toward the cost of the Peninsula golf trophy.

Revision of business licenses with reference to intra-city business was again up for review without definite action being taken. A meeting is to be held in Watsonville this evening for general discussion of the subject, at which time Carmel will be represented.

Back Once Again: The "Pine Cone" Circulation Myth

So the "Pine Cone" is asking for it—in this circulation business. Their first decision was to remain silent, and in that they were right; but we gave them a second poke in the ribs and now they've come out with some "affidavits" that are not affidavits, and, well—they're asking for it. They'll get it.

As must have been apparent to everyone except the venerable Perry, The Carmelite is ready to support its statement that the "Pine Cone" has been—let's be charitable—exaggerating its local circulation. Most any newspaper man knows enough not to shoot until he has the dope and then to stay within the proof.

The Carmelite has U. S. Post Office Department Form 3539, Serial No. 193-A, being a statement of postage due and paid on the issue of the "Pine Cone" dated October seventh of the present year. Form 3539 is a fixture in newspaper offices; one is made out by the postal people for every issue mailed. It shows, among other things, the total poundage mailed and where it goes, by zones. There are two main divisions of mailing: inside the county of publication and outside the county, one of the grafts of the newspaper business being that no postage is paid within the county. (This is the real source of the postal deficit, but that's another story.)

How does The Carmelite happen to have a "Pine Cone" mailing report? Pure fluke, accident, slip of the hand. It was placed in The Carmelite box, and presumably the "Pine Cone" got ours that week. If they did, they are welcome to any use they may make of it. The Carmelite makes no circulation claims, has no great circulation and

continued on page five

A Bargain in Happiness ● The Bali Room
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week-nights—Saturdays $1.00
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Dance to the smart music of
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AND HIS ELEVEN-PIECE
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Orchestra

MUSIC SOCIETY SEASON

In a short talk before the Carmel Woman's Club last Monday, Mrs. Hester Hall Schoeninger outlined the pollcies and program of the Carmel Music Society.

Two points were stressed as having been objectives of the Music Society for a number of years. One was the lowering of the price of seats which iis made possible this year by the increased erosity of patrons and contributing members. Member tickets which formerly were priced at two dollars and fifty cents per concert are now one dollar and fifty cents for the winter season. If the entire season membership is taken the price is only one dollar per concert.

In addition to this, single admissions may be had at remarkably low prices, one hundred fifty seats are available at fifty cents, almost the same number at one dollar, and about three hundred and fifty at one fifty and one seventy-five. This great opportunity comes at a time when it is most welcome and necessary.

The other objective was that the Music Society was eager to make the music of the community more creative. By making it possible for the Neah-Kah-Nie Quartet to be in residence here for five months of the year, with their rehearsals open to the public music is brought much closer to us. Also the orchestra which has been organized gives our local musicians an invaluable opportunity to work under the direction of an expert musician. The rehearsals of this group beiing open to members of the Society also give the listeners an intimate contact with the compositions and makes them feel that they are almost taking part in them.

CERAMICS

Mrs. Gertrude Wall, Berkeley artist, is now associated with the Pottery Shop in the post office building and will soon hold an exhibtion of her work. She will also conduct classes in the various phases of the ceramic art.

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EMBROIDERED HANGINGS, LUNCHEON SETS,
TRAY MATS, CUSHIONS, RUNNERS, ETC.,
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EMPLOYMENT BENEFIT

Plans are under full headway for the next Carmel Employment Benefit. Funds that were raised by earlier benefits—and notably the Carmel Carnival of September—must be replenished. Now iit will be the Stevenson play of "*Macaire,*" to be presented in the Sunset School Auditorium the twenty-einth and thirtieth of this month.

Carmel has kept its quota of unemployed busy throughout the whole season due to the tireless efforts of the Commission and the whole-hearted support of the entire region. Now, with holidays at hand, the efforts are being redoubled, and if all those who have cooperated heretofore will spring to the job with their usual readiness, the affair will go over with traditional success.

Charles ("Blackie") O'Neal, thoroughgoing trouper, is directing—his first chance in Carmel—and is doing an impressive job of it.

"Macaire" has drawn on the entire Peninsula for its cast, and, to insure free choice of nights, the Community Players are putting on no December performance. Make the last Thursday and Friday nights of 1932 your high-spots before the climax on New Year's Eve.

THE PENINSULA ORCHESTRA

Carol Weston, conductor of the Peninsula orchestra will be back in Carmel this week after a short absence due to the "flu." Last Sunday Fenton Foster kindly carried on the work for her. Under his direction the orchestra rehearsed the Egmont Overture and had their first reading of the Bach Suite and the Messiah of Handel which they will play on their Christmas program. The assistance of Mr. Foster wa sincerely appreciated by the orchestra and by the audience which attended the open rehearsal.

Out of consideration for Fenton Fosters' presentation of "The Messiah" in Pacific Grove on Sunday evening, December eighteenth, the Christmas music program of the Peninsula Orchestra has been advanced to December sevententh.

LEWIS-ALLEN DANCE RECITAL

Willette Allen and Russel Lewis were accorded an enthusiastic reception on the occasion of their dance recital at the Playhouse last Friday evening. To a large extent the ovation was a personl compliment to Miss Allen, although not without recognition of Mr. Lewis' contribution to a studiously balanced program.

HERE IN THE LOVELY SEVEN ARTS BUILDING

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to
All Our Friends
(We have no enemies, because our merchandise, our prices and our dealings are always right.)

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Three of a color"—
The economy way to buy hose
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1 pr. $1.65—3 prs. in box, $4.50
1 pr. $1.75—3 prs. in box, $5.00

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but HERE in the
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THE CARMELITE

J. A. COUGHLIN ——— *Editor and Publisher*

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****The views expressed in signed contributions should be taben as those of the individual writers, not necessarily endorsed by the Editor.***

Lincoln Steffens---*continued*

Al Smith's magazine, "The New Outlook," has in the November number an article entitled "What Is Technocracy?" which everybody should read. It is based upon the report of a board of scientists who started in 1920 a research known as "The Energy Survey of North America." Not reds, it is such capitalists as Howard Scott, engineer of Muscle Shoals; Steinmetz, Barrett Jones; the architect Ackerman, and Dr. Richard Tolman, the physicist of the California Institute of Technology, who say that we are at the end of an era and cannot go on under our old price system. No talk of mastering the machine, but the bare truth that the machine has the man licked so long as he attempts to operate under the present methods of price. We have got so that we can see that the production of all we need will require no labor, no workers at all and yet we can not go on carrying the $218,000,000,000 of debt in our overhead. And that means that we can't support either the stock and bondholding class or labor—our system. There will be an era of fear; fear of the good news. Other motives than profits will have to be appealed to. We'll have to go to Russia to find out how to drive men without price. Vanity might do it; vanity works there. And here. I know business men getting hundreds of thousands a year who care only that their pay is as much or more than that of their peers. We are going to discover that man will work and work well; and live and live well without "money" and without "work." Sure. And we'll be surprised. We'll change all our ideas, ideals, and principles; and be astonished to learn that we can think other thoughts than we now think; develop other habits, customs. It is upon us, this great change. Over-production is perennial, unemployment is permanent. We are got to the end, we have got to the beginning of an era. Carmel ought to know it, if only for the fun of seeing near-future. But, the practical reason the spectacle of it, and imagining our for realizing where we are at, is that our children have to be prepared for another culture than ours.

¶

Oh, goody, goody, the Community Chesters are going to "put pressure," *i.e.*, "put the screws on," *i.e.*, "blackmail" and "hold-up" backward contributors. They always do, the good people. Whenever the righteous get together on what is right, they proceed to lynch. And they never know that it's the spirit of lynch-law that moves them.

Allen Griffin may have spoiled the fun. There's something wrong about him; I always knew that he is not good people. Among the welchers who have not contributed (locally) are big businesses with only little branches here; they live in far-off cities and are probably doing their bit at home. Them our Chesters wanted to, you know, make come through here, and I wanted to see that done. But Allen Griffin gently suggested—or he suggested that the Chesters gently ask "the executive heads of the firms mentioned" for what was wanted, expressing the belief that "that would evoke a response." Of course it will, Spoil Sport, but it is more important to see the souls of one little bunch of the righteous rich than to save a lot of poor bodies from famine.

¶

The flies *et al* are moving into the houses. They feel the depression. With no Community Chest, they are dying like flies.

¶

The Monterey Chamber of Commerce proposes to plan for Monterey. So watch and see. If they can, we may, and Carmel can't do it. Carmel can't. And I know why. Do you?

¶

Mabel Dodge Luhan called in Carmel this week, "Spud" Johnson driving. Came down here for a rest from the altitude of Taos, New Mexico, to see "how the Jeffers looked." She was carrying around and enjoying Mary Austin's life of Her and Herbert. And Mabel Dodge looked as if she enjoyed the book; as she well might. She has done one of her own, you know. Guess I'll read it, although one hates to read another's life and wonder if he looks like that in his own book. These blooming autobiographies must give their authors away. Apparently even Mary Austin thinks that she made a heroine of Mary. I'd like to see if she did, now that I see in Mabel Dodge's eyes that she did not; I guess novels are the place for fiction.

"Spud" Johnson, down here from his mountains, halted, listened; he asked me to "Hark! Hear that!" And then I heard the surf, actually heard it. I wonder what he misses all the time in the hills.

¶

Hoover doesn't think we voted out prohibition and the farmers' troubles; thinks he alone got it all. And he is a man of principle. No revolution can move him from the Right.

¶

Not Hitler, not von Papen, not von Hindenburg—Kurt von Schleicher is appointed to the dictatorship of Germany to personify it. And he, von Schleicher, orders two ministers to produce within twenty-four hours workable programs of government! The Germans put will-power where we rank virtue—ahead of intelligence. Now we'll see the glacier move down on that solution, remembering that the German story is America's prophecy.

¶

Europe is one now, promptly, for cancellation or a cut of its debt to us. We should say "No" and so force those crooked governments, not to pay—they can't pay—but to confess their bankruptcy. That would furnish us the precedent we are going to look for soon, to go bankrupt ourselves. And what a baptism it will be! How clean and freshened we shall feel! And a lot of nice, petty grafters it will lift off our backs. It would force us to go to work, too, but gosh! What a joy it would be to march down to business every morning with the others like me, who thought we had got enough out of society so that we'd never have to produce anything any more, we and our exceptional children, who, by the way, would be saved from the dire fate of being the sons and daughters of rich and exceptional parents.

¶

Remember Edward A. Filene, who was out here two years ago or so? He's the founder and chief backer of the Century Fund and the Century Fund is the backer of that commission which has just reported that the medical profession and service needs some drastic reforming. The doctors know about it. Ask yours and notice his reaction. It's an acid test for doctors; just as Russia is for liberals.

¶

Must be a lot of sunshine underground now. You could see it follow the rain down into the soil and you could see that the flowers, grass and even the trees know it; they all look so tickled.

The "Pine Cone" Myth

Continued from page one

doesn't particularly want more. If we had nine hundred circulation in Carmel we would know there was something wrong with the paper or with the town.

But about that mailing statement—it is necessary to exonerate the Carmel post office staff. We repeat that it was accidental and we repeat it in the form of an affidavit, appearing on this page, a real affidavit—a model for the "Pine Cone" when next they start swearing. They have probably started already, but we don't mean that kind.

* * *

Now to analyse the "Pine Cone" mailing, as reported on Form 3539, Serial No. 193-A:

Zones 1 to 8, all outside the county, show a total of 41 pounds; special classification IV, 12 pounds; total outside county, 53 pounds.

Classification V, inside Monterey county, shows 48 pounds.

Total mailing, 101 pounds,

According to the "Pine Cone's" affidavit which is not an affidavit, their total printing is 1200 copies of which 300 copies go on street and newsstand consignment, leaving 900 copies presumably for mailing.

If 900 copies weigh 101 pounds, one copy weighs 1.7955 ounces and we arrive at this result:

48 pounds, the "inside the county" mailing, represent 427 copies;

53 pounds, going *outside* the county, represent 473 copies.

Now, to get somewhere near the truth about "Pine Cone" circulation, add the 427 copies within the county to the claimed newsstand distribution of 300 and we get 727 in Monterey county. Ranald Cockburn, as publisher of the "Pine Cone" solemnly swears, or thinks he does, that "subscriptions and sales *in Carmel and environs* have averaged over 900 copies per week" on an average printing of 1200 copies. "In Carmel and environs" mind you.

Are Monterey, Pacific Grove, Seaside, Salinas, "the environs of Carmel"? If so considered, the total of 727 (a bit short of the "sworn" 900) might stand temporarily; if, say, Salinas is not in the environs of Carmel, then deductions have to start.

Followed it this far? By the "Pine Cone's" own figures and the official report of the post office, they cannot have more than 727 copies for distribution in all of Monterey county. Not Carmel and environs, but the whole county. Sometimes, they admit, they have fifty copies left, "seldom over" so the total drops again. They don't admit it, but they know it, and we know it, and they know that we know it, that they don't sell, at this time of the year, 250 copies a week streets and newsstands; not anywhere near it. So the total tumbles again, always away from the 900 to which the publisher does so solemnly swear (without swearing).

The presumptive evidence is that the "Pine Cone" has a list circulation of possibly 360 in Carmel and environs, the term "environs" here being used in the dictionary, not the Los Angeles, sense. To that list circulation is to be added whatever copies they may be able to dispose of on the street or at news-stands, a varying, hit or miss distribution of entirely problematical value to advertisers. (Look around at any newsstand and see the "Pine Cones"—and Carmelites, too—remaining on Thursdays, when the papers are a week old.)

That figure of 360 list circulation in Carmel is, as said, presumptive evidence, an inescapable conclusion from the facts, but not in itself offered as a fact. But this is a fact: If the "Pine Cone" prints 1200 copies a week (they don't claim more now, but it used to be "1250") and they send more than 400 copies outside of Monterey county every week (which the post office statement proves that they do) then they can't have a distribution of 900 copies a week in Carmel and its environs. Yet, that is what the publisher of the "Pine Cone" solemnly swore to, or thought he did.

THIS IS AN AFFIDAVIT

STATE OF CALIFORNIA, } ss.
COUNTY OF MONTEREY }

Before me, F. O. Robbins, Notary Public in and for the County of Monterey, State of California, personally appeared J. A. Coughlin, publisher of The Carmelite, who, being duly sworn, deposes and says:

(1) That the copy of U. S. Post Office Department Form 3539, Serial No. 193-A, in his possession, was found in The Carmelite post office box in the ordinary course of business and to the best of his knowledge and belief was placed therein accidentally and in error; and that he at no time has had conversation or other communication with any member of the Carmel post office staff relative to such form.

(2) That the figures to be quoted in The Carmelite of December 8, 1932, as taken from said form, are true and correct extracts from said form.

J. A. COUGHLIN

Subscribed and sworn to before me this fifth day of December, 1932.

F. O. ROBBINS,

Notary Public in and for the County of Monterey, State of California

(Seal) My commission expires March 26, 1934.

KID STUFF

Whatever may be the paid circulation of the "Pine Cone," its free list has gone down by one since its little balloon was punctured. The Carmelite seemingly has been stricken from their exchange list; at least, we have failed to receive the last two issues. Perry didn't do that, not that; he's too old at the game to stoop to that. Young blood is to blame; young, and green.

HOKUM OR IGNORANCE?

An affidavit is a statement in writing sworn to before a notary public or other officer authorized to administer an oath. The "Pine Cone's" statements last week, concerning its circulation, before the heading "Affidavits," but failed to include certificates of oath. As published, the statements were not affidavits; would have, in court, no evidential value whatever; would have, anywhere, less value than a simple statement unadorned by the misleading title.

If the "Pine Cone" intended to mean what its "affidavits" said, it will reprints those statements as authentic affidavits, with notary's jurat attached. Perry Newberry could swear to his, because the assiduously avoided figures—said, in fact, practically nothing except to contradict his circulation manager. The Carmel Press is excluded from this indictment, because they did not pretend to do any solemn swearing—they merely offered to verify a particular detail which The Carmelite has not questioned, although in doing so they contradicted the publisher.

But we should like to see the publisher's statement reprinted under oath, beginning possibly: "With full knowledge of the California statutes applicable to perjury, I, so-and-so, do solemnly swear . . ." We would like to place that affidavit alongside U. S. Postal Department Form 3539, Serial No. 193-A.

LIBRARY NEWS NOTES

by HORTENSE BERRY

In recent weeks the County Library at Salinas has been generous to Carmel. Among the one hundred thirty-three books received were many naw as well as old ones which may be of interest:

Biography—
- Terry: Bach.
- Carr: Dostoevsky.
- Corey: The Truth About Hoover.
- Wagenknecht: Jenny Lind.
- Iltis: Life of Mendel.
- Monroe, A. S.: The World I Saw.
- Josephson: Jean-Jacques Rousseau.
- Gardner: Lusty Scripps.
- Vestal: Sitting Bull, Champion of the Sioux.
- Vulliamy: Voltaire.

Travel and History—
- Muirhead: Scotland.
- Powell: Undiscovered Europe.
- Gallop: A Book of the Basques.
- Hergesheimer: Berlin.
- Stuart: The International City of Tangier.
- Forbes: Conflict; Angora to Afghanistan.
- Roerich: Trails to Inmost Asia.
- Gould: Cold.
- Kendrick: A History of the Vikings.
- Wilstach: Tidewater Maryland.
- Humphrey: Following the Prairie Frontier.
- Ware: The Emigrants' Guide to California.
- Laut: The Conquest of Our Western Empire.

Current Problem—
- Beck: Our Wonderland of Bureaucracy.
- Churchill: Pricing for Profit.
- Gee: Place of Agriculture in American Life.
- Hare: Banking Theory and Practice
- Hollander: Want and Plenty.
- Mazur: New Roads to Prosperity.
- Rappard: The Geneva Experiment.
- Spengler: Man and Technics.

Science—
- Chapman: My Tropical Air Castle.
- Darrow: The New World of Physical Diiscovery.
- Ditmars: Snakes of the World.
- Hillebrand: Applied Inorganic Analysis..
- Kroeber: Source Book of Anthropology.
- McSpadden:To the End of the World and Back.
- Marmer: The Tide.
- Smith: Kamongo.
- Yonge: A Year on the Great Barrier Reef.

Drama Etc.—
- Coward: Post-Mortem.
- Cordell, ed.: Representative Modern Plays, British and American.

New Plays for Women and Girls—
- Shay, ed.; Appleton Book of Christmas Plays.
- Thayer, ed.: The Best Elizabethan Plays.
- Tucker, ed.: Twenty-five Modern Plays.
- Wtbber, ed.: Typical Plays for Secondary Schools.
- Seymour: How to Write for Radio.
- Ashton-Wolfe:Cask of Death and Other Crimes.
- Triplett: Cocoanut Oil.
- Wylie, E.: Collected Poems.

* * *

Among the new county book for children are the following titles:

Beskow: Elf Children of the Woods
Best: Humbo the Hippo and Little Boy Humbo
Coatsworth: Cricket and the Emperor's
Joseph: Little Mr. Clown Son
Lattimore: Jerry and the Pusa
Leighton: The Musical Box
Siebe: The Hay Village Children
DeLeeuw: Rika: A Dutch Girl's Vacation in Java
Hilles: A Mile of Freedom
Kelly: Christmas Nightingale
Quinn: Picture Map Geography of the World

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SUNSET SCHOOL NEWS

The Nativity play at the Sunset School will take place this year on Friday December sixteenth at eight o'clock in the Auditorium. It is an event which Carmel looks forward to each Christmas. The lovely fourteenth century songs in the little play "The Finding of the King" are always refreshing when sung by the children's unspoiled voices. Miss Madeline Currey who directs the music, is always careful tto keep young voices pure and clear. The chorus work is especially good.

The costuming is simple and colorful. The work is done by the mothers under the direction of Mrs Lita Bathen and it involves very little interruption of the school program. The singing is taught as part of the school music.

It is hoped that there will be a packed auditorium this year. There is no charge for admission and all who love to celebrate the spirit of Christmas are cordially invited.

* * *

Problems confronting society can be satisfactorily solved only when its leaders and individual members are able to think. The capacity for thinking can best be developed before the individual reaches maturity. Thus the responsibility for such development lies with the school, and with the parents insomuch as they contribute toward the child's education.

* * *

Means for improving the thought process, and methods of developing correct study habits formed the basis for discussion at the last school faculty meeting. Important points were: for successful activity the teacher must first carefully plan the material to be presented; various means may be used for arousing pupil interest; leading from this interest the child is made aware of a "problem" to be solved; investigation, research, and study follow, the object being to find a solution for the problem; after the work is finished children must criticize and evaluate the results; and finally conclusions reached must be held in consideration of the fact that "change" is an ever-present factor.

The object of the teacher is to provide for children situations in which they have actual practice in solving life problems.

Sunset School children are doing their "bit" toward relieving the economic situation. Every week each child who is able brings five cents of his spending money for the New Monterey lunch fund. This five cents enables some needy child to have a wholesome lunch each day of the week.

The school children are also selling Christmas stamps. The proceeds from the sale serve a double purpose, part going to the National fund for aiding the Tubercular, and three fourths of the amount going toward the fund which provides school lunches for Carmel's needy children.

CARMEL EXHIBIT

M. deNeale Morgan is holding an exhibition and sale of her medium and small-sized paintings at her studio on Lincoln, adjoining Hotel La Ribera. Open every afternoon from one to four the exhibit will continue throughout December.

Media represented include oils, tempera, pastel, etchings and monotypes.

MANZANITA CLUB
CARD PARTY
DECEMBER 13, 1932
PRIZES — TURKEYS AND GROCERIES

Merchants
Lunch
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Sunday Dinner
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18 or 24 inches $12.00 in cord lots
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Camino Real near Ocean
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BREAKFAST
LUNCHEON
TEA
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NOW UNDER THE MANAGEMENT OF
Miss Gussie Meyer
The Berkeley Caterer
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SPECIAL CHRISTMAS OFFER
AN INTERESTING CHRISTMAS SUGGESTION IS NOW BEING OFFERED:
TWELVE PORTRAIT CHRISTMAS CARDS — $6.00
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MONTE VERDE AT OCEAN AVENUE OPPOSITE PINE INN COTTAGES, CARMEL
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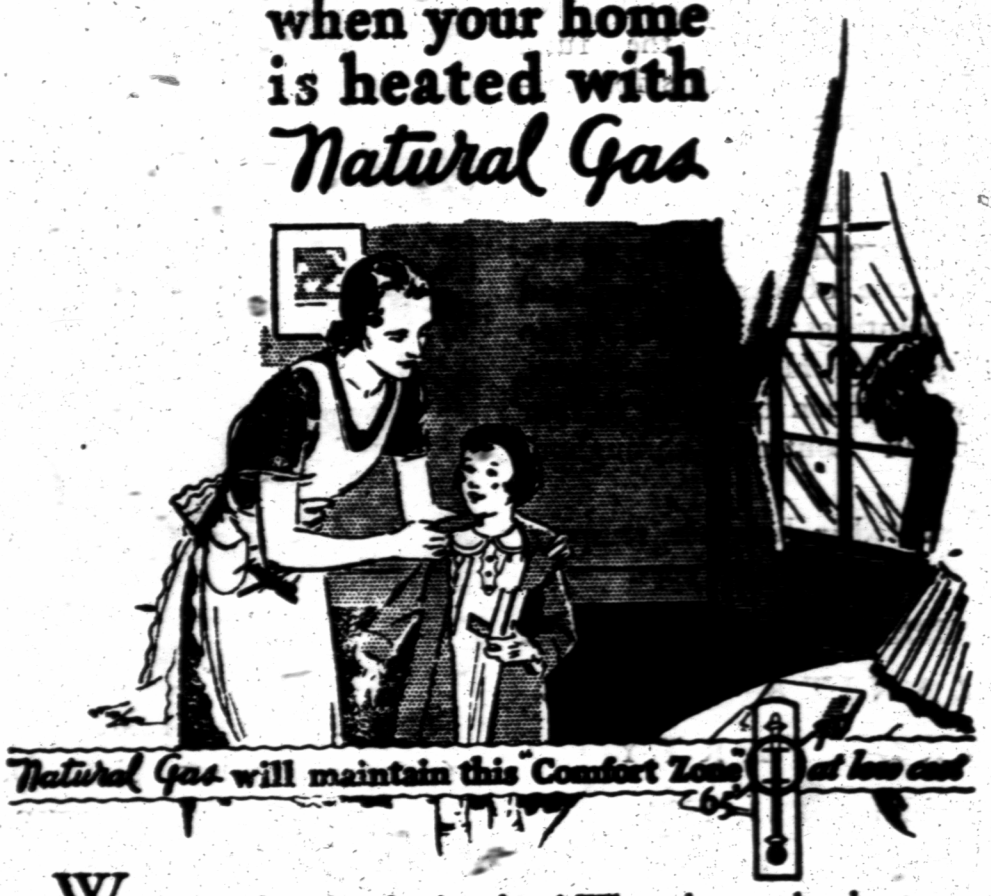
IT COSTS LESS TO KEEP THEM WELL

when your home is heated with Natural Gas



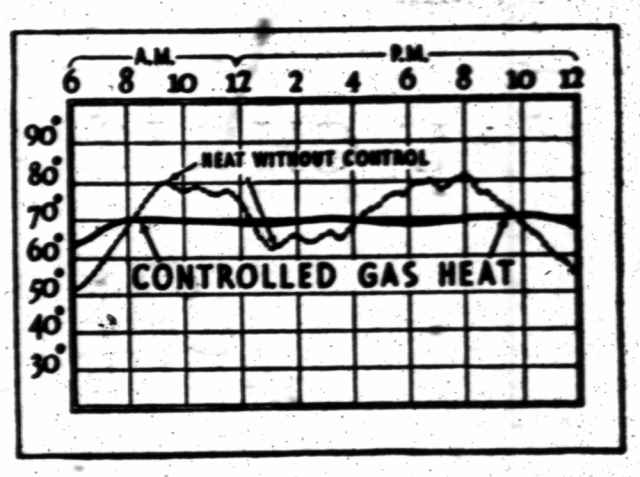
Women used to dread rainy days! When the weather kept the children indoors they were bound to become restless, playing about the house first in warm rooms then in cold. It was too much to expect of a busy mother to keep up a furnace-fire that gave whole-house warmth. But that was before Controlled Gas heating was available.

Today there is no excuse for part of the house being cold and part of it warm. Today there is no need either for bothersome fire-tending. Controlled Heat by Natural Gas is a truly carefree system of housefeating that assures even "Comfort Zone" warmth in every room, regardless of the weather. Clean, quick-acting heat flows from Natural Gas heating equipment at a finger's touch on an electric button, key or automatic thermostat.

Once Controlled Heat was labelled with a high-cost price tag. Only the wealthy could afford it. Today, the low cost of Natural Gas heating equipment makes Controlled Heat available to thousands who have always wanted it but thought they could not afford it. Investigate this modern Natural Gas heating equipment at your local dealer's store or at the P. G. and E. Do it today—right now.

CONTROLLED HEAT

With gas fuel you can have maximum heat instantly available and keep it regulated to any temperature desired. Controlled heat from gas heating equipment is possible by merely turning a valve or handle, by pressing a button to get high, low or medium heat, or by setting an electric thermostat to automatically maintain any desired temperature.



SEE YOUR DEALER OR THE

P·G·and E·

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CALL OF THE TROPICS

"Are you going back to Bali?" This question The Mershons must answer every day. Bali, that small island next door to Java, is to be the home of these two enthusiasts. "Yes, we are going back. You see, we have a large family there now. We did not know that we had so many relatives until a short time before we came away. When the natives heard that we were coming back to our own country they came down to talk it over with us. We found out that we had been made the head of the Gong, or gamelan orchestra, of our village. We told them that we could not play the gamelan, yet. 'Tida apa,' never mind, said the head of the Gong. 'You are our relatives and you are of the first caste so it is good that you are the head.' It was the first time that we had heard that we were related to the Balinese, but it was alright with us. A few days later we were called over to the village by the priest and he told us that he wished to pray for our speedy return for we were a relative of his. The day we left about three, or four hundred people walked the six kilometers into town escorting our pony-cart. Little kids carried long stalks of sugar cane and walked first. The girls came next bearing offerings on their heads. The gamelan orchestra followed the girls and our pony-cart came after the orchestra. Twelve pony-carts followed ours carrying the high caste people. At Lebah, a village half-way into Den Pasar, another gamelan orchestra joined us. We felt exactly like the bodies of the late departed accompanying the procession. Natives crowded the roads and came rushing up to the cart to tell us to hurry back for we were 'sudaras,' relatives! By the time we got on our ship we were aware that we had some how annexed about five hundred new additions to our family tree. We have to go back to see how all our mothers and fathers and children are."

The Mershons tell of life in this fascinating island in a chatty delightful manner. The conversational lecture at the Denny-Watrous Gallery on Saturday, December the tenth, promises to be one of those charming evenings when you get a breath of fresh air from a spot remote from our present day worries.

PRE-CHRISTMAS

Saint Nicholas' day, December tenth, will be observed in Carmel by the junior pupils of Mme. Jeanne Pirenne with the presentation of a playlet, "La visite de Saint Nicholas," in All Saints Parish Hall at two-thirty Saturday afternoon. Games and refreshments will follow the performance.